

ORDER



Orders
Order / Rev: 703878
Alt Order #: 06259618
Product Desc: OBAMA FOR AMERICA
Estimate: 1536
Flight Dates: 09/18/12 - 09/24/12
Original Date / Rev: 08/01/12 / 09/14/12
Order Type: Political

WFMY-TV
Primary AE: Nick Welte
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama For America
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-4
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/17/12	09/23/12	66	\$21,360.00	\$18,156.00
09/24/12	09/30/12	16	\$4,895.00	\$4,160.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	82	\$26,255.00	\$22,316.75	0.00
Totals	82	\$26,255.00	\$22,316.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WFMY-TV	30%	\$26,255.00
Market	100%	\$87,516.67

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGHP	27%	\$23,629.50
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	2%	\$1,750.33
WUNL	0%	\$0.00
WUPN	4%	\$3,500.67
WXII	30%	\$26,255.00
WXLV	7%	\$6,126.17

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	09/18/12	09/24/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	MTWTF--	:30	5	\$55.00	P-4	0.00	NM	5	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/18/12	09/24/12	MTWTF--			5		\$55.00		0.00				
E 2	WFMY	09/18/12	09/24/12	M-F 6-8a Good Morning Show	CM	6-8a	MTWTF--	:30	5	\$80.00	P-4	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/18/12	09/24/12	MTWTF--			5		\$80.00		0.00				

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Advertiser: Obama For America
 Product Desc: OBAMA FOR AMERICA
 Estimate: 1536
WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WFMY	09/18/12	09/24/12	CBS This Morning CBS This Morning	CM	8-10a	MTWTF--	:30	7	\$60.00	P-3	0.00	NM	7	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		7			\$60.00			0.00			
E 4	WFMY	09/23/12	09/23/12	Good Morning Show Sun Good Morning Show Su	CM	6-9a	-----S	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		1			\$70.00			0.00			
E 5	WFMY	09/18/12	09/24/12	Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	4	\$140.00	P-3	0.00	NM	4	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		4			\$140.00			0.00			
E 6	WFMY	09/18/12	09/24/12	News2 at Noon News2 at Noon	CM	12-1230p	MTWTF--	:30	4	\$130.00	P-3	0.00	NM	4	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		4			\$130.00			0.00			
E 7	WFMY	09/18/12	09/21/12	M-F CBS Soaps CBS Soaps	CM	1230-2p	-TWTF--	:30	3	\$160.00	P-3	0.00	NM	3	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/18/12	09/24/12	-TWTF--		3			\$160.00			0.00			
E 8	WFMY	09/23/12	09/23/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$125.00	P-4	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		1			\$125.00			0.00			
E 9	WFMY	09/18/12	09/24/12	M-F 4-5p Ellen Degeneres	CM	4-5p	MTWTF--	:30	4	\$100.00	P-3	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		4			\$100.00			0.00			
E 10	WFMY	09/18/12	09/24/12	News 2 at 5 News 2 at 5	CM	5-530p	MTWTF--	:30	5	\$225.00	P-3	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		5			\$225.00			0.00			
E 11	WFMY	09/18/12	09/24/12	News 2 at 6 News 2 at 6	CM	6-630p	MTWTF--	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		5			\$350.00			0.00			
E 12	WFMY	09/18/12	09/24/12	CBS Evening News CBS Evening News	CM	630-7p	MTWTF--	:30	4	\$700.00	P-2	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		4			\$700.00			0.00			
E 15	WFMY	09/18/12	09/24/12	M-F 7-730p Wheel of Fortune	CM	7-730p	MTWTF--	:30	5	\$375.00	P-3	0.00	NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		5			\$375.00			0.00			
E 16	WFMY	09/18/12	09/24/12	M-F 730-8p Jeopardy	CM	730-8p	MTWTF--	:30	5	\$375.00	P-3	0.00	NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		5			\$375.00			0.00			
E 17	WFMY	09/22/12	09/22/12	PA (Sa) Sat 7-8p	CM	7-8p	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1			\$150.00			0.00			
E 19	WFMY	09/24/12	09/24/12	Mon Prime B 2 Broke Girls/Mike &	CM	9-10p	M-----	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1			\$1,600.00			0.00			
E 20	WFMY	09/18/12	09/18/12	Tue Prime A NCIS	CM	8-9p	-T-----	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 20	WFMY	09/18/12	09/18/12	Tue Prime A NCIS	CM	8-9p	-T-----	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	-T-----		1			\$1,400.00		0.00				
E 21	WFMY	09/18/12	09/18/12	Tue Prime B NCIS: Los Angeles	CM	9-10p	-T-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	-T-----		1			\$1,200.00		0.00				
E 22	WFMY	09/19/12	09/19/12	Wed Prime A Big Brother	CM	8-9p	--W----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	--W----		1			\$900.00		0.00				
E 23	WFMY	09/19/12	09/19/12	Wed Prime C Wed 10-11p CSI	CM	10-11p	--W----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	--W----		1			\$800.00		0.00				
E 24	WFMY	09/20/12	09/20/12	Thu Prime C Person of Interest	CM	10-11p	---T---	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	---T---		1			\$1,100.00		0.00				
E 25	WFMY	09/21/12	09/21/12	Fri Prime C Blue Bloods	CM	10-11p	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	----F--		1			\$800.00		0.00				
E 26	WFMY	09/22/12	09/22/12	Sat Prime C 48 Hours	CM	10-11p	-----S-	:30	1	\$475.00	P-3	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	-----S-		1			\$475.00		0.00				
E 27	WFMY	09/23/12	09/23/12	Sun Prime A 60 Minutes	CM	7-8p	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	-----S		1			\$1,000.00		0.00				
E 28	WFMY	09/23/12	09/23/12	Sun Prime C The Good Wife	CM	9-10p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	-----S		1			\$1,200.00		0.00				
E 29	WFMY	09/18/12	09/24/12	News 2 at 11 News 2 at 11	CM	11-1135p	MTWTFSS	:30	7	\$350.00	P-3	0.00	NM	7	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/18/12	09/24/12	MTWTFSS		7			\$350.00		0.00				
E 30	WFMY	09/18/12	09/24/12	Letterman David Letterman	CM	1135p-1235a	MTWTF--	:30	3	\$70.00	P-4	0.00	NM	3	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/18/12	09/24/12	MTWTF--		3			\$70.00		0.00				
E 31	WFMY	09/18/12	09/24/12	Late Late Show Late Late Show	CM	1235-135a	MTWTF--	:30	2	\$10.00	P-4	0.00	NM	2	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/18/12	09/24/12	MTWTF--		2			\$10.00		0.00				
N 32	WFMY	09/24/12	09/24/12	M-F CBS Soaps CBS Soaps	CM	12:30-2p	M-----	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/18/12	09/24/12	M-----		1			\$275.00		0.00				
Totals														82	\$26,255.00